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TV LAND CELEBRATES THE INFLUENCE OF AFRICAN-AMERICANS ON AMERICAN CULTURE WITH *THAT'S WHAT I'M TALKING ABOUT*

Three-Part Special Hosted by Wayne Brady Features Harry Belafonte, Diahann Carroll, Paul Mooney, Spike Lee, Reverend Al Sharpton, Wanda Sykes, DL Hughley, Greg Anthony, Nia Long, Joey Fatone, John Ridley and several others

Pasadena, CA, January 11, 2006 – TV Land takes a candid look at the role of blacks in American culture and society with the premiere of *That's What I'm Talking About*, the network's three-part original special premiering on **Wednesday, February 1 at 10 p.m. ET/PT**. Hosted and moderated by comedian and actor Wayne Brady, and executive produced by Tonya Lewis Lee, Nikki Silver and Orly Wiseman (*Miracles Boys*), each 60-minute installment features a lively discussion where Hollywood notables, athletes, politicians, journalists, musicians, writers and comics such as **Harry Belafonte, Diahann Carroll, Paul Mooney, Spike Lee, Al Sharpton, Wanda Sykes, John Ridley, Greg Anthony, Toure, DL Hughley, Nia Long** and more debate the various aspects of perceptions about African-Americans both on and off screen.

"TV Land is extremely honored to work with the amazing team of Tonya Lewis Lee, Nikki Silver and Orly Wiseman to make this ground-breaking special," states Larry W. Jones, President, TV Land. "The result of this collaboration is an energetic, meaningful and honest conversation, rarely if ever seen on television and one that is important to our audience."

That's What I'm Talking About airs in three consecutive installments each Wednesday night through February 15 at 10 p.m. ET/PT. Throughout each hour, host Wayne Brady engages the panelists -- who span the generational lines -- in an unfiltered conversation about the influence and impact of black culture and entertainment on American culture, from segregation, to the most influential TV shows to the popularity of athletes to interracial dating and more. The result is a captivating, lively hour in which strong opinions are expressed and anecdotes and jokes are exchanged. The series will also feature clips and images from dozens of iconic characters, television shows, movies and other forms of entertainment as panelists try to prove their case in this fast-paced, rapid fire exchange.

The three-part special includes:

"Greats, Dates and Debates"

Wednesday, February 1; 10-11 p.m. ET/PT

In the first installment of *That's What I'm Talking About*, legendary actors Diahann Carroll and Harry Belafonte, comedian Paul Mooney and writer Toure discuss influential black films, television shows and other pop culture topics with host Wayne Brady. The generations clash in this honest, funny and unfiltered discussion.

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"Movers, Shakers and Playmakers"

Wednesday, February 8 ; 10-11 p.m. ET/PT

Filmmakers Spike Lee and John Ridley, comedian Wanda Sykes, civil rights leader Reverend Al Sharpton and former NBA player Greg Anthony face off in a lively and heated debate on the most influential blacks of sports, politics and comedy. Personal experiences, politics and backgrounds fuel the arguments. The result is a passionate look at these great individuals and an insight into the guests themselves.

"Riches, Pitches and Britches"

Wednesday, February 15 ; 10-11 p.m. ET/PT

Comedian D.L. Hughley, actress Nia Long, music producer Bud'da, musician Joey Fatone and reporter Lola Ogunnaike debate the greats of black music and the fashion, diva and urban myths associated with black culture. The group clashes on what will stand the test of time and the influence blacks have had on American culture as a whole. Discussions include the NBA dress code, bling and the longevity of rap music.

About On Screen Entertainment

On Screen Entertainment creates, develops and produces quality programming for the entire family. The company is jointly run by multiple Emmy Award-winning producers Nikki Silver and Orly Wiseman. Most recently the company produced the critically acclaimed "Miracle's Boys," a dramatic mini-series for teens which aired on The N Network. In addition they have produced Reading Rainbow a multi-award winning children's series on PBS which has won 24 Emmys in 20 years. On Screen has an impressive library of television series and development properties including What's Going ON?, a 10-part documentary series airing on Showtime, Outward Bound (Discovery Kids) and The Zack Files (re-airing on Showtime Family Zone).

About Tonya Lewis Lee

Tonya Lewis Lee, Esq. is the executive producer of The N's 2005 critically acclaimed mini-series *Miracle's Boys*. In 2005, Lee is also releasing her new children's book *Please Puppy Please*, a follow-up to the 2002 book she co-authored with her husband, Spike Lee, *Please Baby Please*. In 2004, Lee was the executive producer of the documentary film, *I Sit Where I Want: The Legacy of Brown v. Board of Education* for Noggin/ The N which received Beacon and Parent's Choice Awards. 2004 also saw the release of Mrs. Lee's first novel, the national bestseller, *Gotham Diaries*. Outspoken on the issue of women and race, Lee has written for magazines such as *Glamour* and *O at Home*.

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Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and *Cause Change*, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features

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hit originals, popular dramas, sitcoms, westerns and Retromercials®. TV Land's roster includes hits like *All in the Family*, *M*A*S*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential*, *TV Land's Top Ten*, *My First Time* and the upcoming original series *High School Reunion*.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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